Amendments to the claims:

This listing of claims replaces all prior versions and listings of the claims in the application.

Listing of Claims:

1. (Currently Amended) A method comprising:

providing a first set of channels in a channel list, the first set of channels in the channel list selected based on a predetermined criteria related to a viewing preference of a viewer; and

inserting into the first set of channels in the channel list a first channel not selected based on the predetermined criteria related to the viewing preference of the viewer.

2. (Currently Amended) The method of claim 1, wherein the inserting into the first set of channels in the channel list the first channel includes a system operator selecting the first channel.

3. (Currently Amended) The method of claim 1, wherein the inserting into the first set of channels in the channel list the first channel includes disallowing the inserting into the first set of channels in the channel list the first channel upon determining that a number of channels not selected based on the predetermined criteria related to the viewing preference of the viewer that have been inserted into the first set of channels in the channel list is greater than a predetermined number.

4. (Currently Amended) The method of claim 1, wherein the inserting into the first set of channels in the channel list the first channel includes setting the first channel to expire once a time limit has been reached.

5. (Currently Amended) The method of claim 1, wherein the inserting into the first set of channels in the channel list the first channel includes selecting the first channel from a set of

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channels in the channel list that includes channels having at least a predetermined frequency in channels lists of other viewers in the viewer's geographic location.

6. (Currently Amended) The method of claim 1, wherein the inserting into the first set of channels in the channel list the first channel includes selecting the first channel from a set of channels that includes channels based on a predetermined subject matter.

7. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:

providing a first set of channels in a channel list, the first set of channels in the channel list selected based on a predetermined criteria related to a viewing preference of a viewer; and

inserting into the first set of channels in the channel list a first channel not selected based on the predetermined criteria related to the viewing preference of the viewer.

8. (Currently Amended) The machine-readable medium of claim 7, wherein the inserting into the first set of channels in the channel list the first channel includes a system operator selecting the first channel.

9. (Currently Amended) The machine-readable medium of claim 7, wherein the inserting into the first set of channels in the channel list the first channel includes disallowing the inserting into the first set of channels in the channel list the first channel upon determining that a number of channels not selected based on the predetermined criteria related to the viewing preference of the viewer that have been inserted into the first set of channels in the channel list is greater than a predetermined number.

10. (Currently Amended) The machine-readable medium of claim 7, wherein the inserting into the first set of channels in the channel list the first channel includes setting the first channel to expire once a time limit has been reached.

11. (Currently Amended) The machine-readable medium of claim 7, wherein the inserting into the first set of channels in the channel list the first channel includes selecting the first channel

from a set of channels that includes channels having at least a predetermined frequency in channels lists of other viewers in the viewer's geographic location.

12. (Currently Amended) The machine-readable medium of claim 7, wherein the inserting into the first set of channels in the channel list the first channel includes selecting the first channel from a set of channels that includes channels based on a predetermined subject matter.

13. (Currently Amended) A system comprising:

a first unit to providing a first set of channels in a channel list, the first set of channels in the channel list selected based on a predetermined criteria related to a viewing preference of a viewer; and

a second unit coupled with the first unit to insert into the first set of channels in the channel list a first channel not selected based on the predetermined criteria related to the viewing preference of the viewer.

14. (Original) The system of claim 13, wherein the first channel is selected by a system operator.

15. (Currently Amended) The system of claim 13, wherein the second unit is further to disallow inserting into the first set of channels in the channel list the first channel upon determining that a number of channels not selected based on the predetermined criteria related to the viewing preference of the viewer that have been inserted into the first set of channels in the channel list is greater than a predetermined number.

16. (Original) The system of claim 13, wherein the first channel is set to expire once a time limit has been reached.

17. (Original) The system of claim 13, wherein the first channel is selected from a set of channels that includes channels having at least a predetermined frequency in channels lists of other viewers in the viewer's geographic location.

18. (Original) The system of claim 13, wherein the first channel is selected from a set of channels that includes channels based on a predetermined subject matter.